

**Amendments to the Claims**

Please amend Claim1. The Claim Listing below will replace all prior versions of the claims in the application:

**Claim Listing**

1. (Currently Amended) A method for content push synchronization for bulk data transfer in a multimedia network, comprising:
  - scheduling transmission of bulk data content push to a plurality of end node devices, the schedule including identifying a subset of end node devices;
  - associating the subset of end node devices with a subset of the bulk data content;
  - notifying each end node device of the scheduled bulk data transmission on an individual basis, each such individual notification including sending information over the network indicating an expected end time for the scheduled transmission, the notification occurring before the bulk data transmission begins;
  - transmitting the bulk data content push via broadcast prior to the expected end time;
  - scanning the bulk data content push to identify the subset of bulk data content push indicated by the notification;
  - attempting to selectively receive the identified subset of bulk data content push at the subset of end node devices during the scheduled transmission, the selective receiving based on the notification information received by each end node device;
  - at the expected end time for the scheduled transmission, each end node device determining if the bulk data content push was received as expected;
  - if not received as expected, sending a failure indication; and
  - if received as expected, activating the content.
2. (Original) A method as in claim 1 additionally comprising:
  - retransmitting the bulk content to the failing network device via a unicast.

3. (Original) A method as in claim 2 wherein the failure indication indicates a subset of unreceived content and, transmitting only the indicated subset.
4. (Previously presented) A method as in claim 1 wherein the step of transmitting the bulk content additionally comprising using a unicast UDP protocol.
5. (Original) A method as in claim 1 wherein the step of notifying the end node devices includes an expected start time and duration information.
6. Cancelled
7. (Previously Presented) A method as in claim 1 wherein the step of notifying the plurality of end node devices includes delivering content control data comprising destination port addresses and data transmission times for the subset of content.
8. (Previously Presented) A method as in claim 4, wherein the step of selectively receiving content comprises:
  - listening to the scheduled transmission for the subset of content on the destination port addresses at the data transmission times;
  - selecting the subset of content during the scheduled transmissions; and
  - receiving the subset of content.
9. (Original) A method as in claim 4 wherein the destination port addresses are multicast port addresses.
10. (Original) A method as in claim 4 wherein the destination port addresses are broadcast port addresses.
11. (Original) A method as in claim 1 wherein the content is a plurality of promotions.
12. (Original) A method as in claim 1 wherein the scheduled transmissions are scheduled multicast transmissions.

13. (Original) A method as in claim 1 wherein the scheduled transmissions are scheduled broadcast transmissions.
14. (Original) A method as in claim 1 wherein the content is transmitted multiple times during the scheduled transmissions to ensure that the plurality of end node devices receive the subset of content.
15. (Original) A method as in claim 3 wherein a failure indication is sent again if the retransmission fails.
16. (Original) A method as in claim 5 wherein a module ID is included in the failure notification.